

Lawn & Garden Marketing

Fall Products Issue

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**Growing
in the Market**
page 12



Cover photo by Derek Fell.

6 PRODUCTS AND PROMOTIONS: A new wave of fall sales support—Forty-two state and regional associations voice unanimous interest in supporting FIFP again in '83.

One retailer's story—Country Market Nursery, Mechanicsburg, PA, enjoys a healthy boost in sales coincidental with their FIFP program.



12 Retailers: are you tuned in? Your best customers are listening to radio and TV gardening communicators, 18 of whom are presented here as a sampling of the garden media network, interviewed across the country by LGM. Shown, Virginia Beatty, Chicago.

Lawn & Garden Marketing®

The merchandising magazine for lawn, garden and leisure living products.

24 The Las Vegas show debuts: There are mixed reviews as to how effectively the lawn and garden industry fits in.

30 Indoor green scene update: Forty million households are still maintaining houseplants; averaging 25 plants in each home.

38 POWER DISTRIBUTORS: Under state of siege—To attendees at the OPEDA 3rd annual meeting, Michael Ariens, president, Ariens Co., points out industry problems and solutions.

Unite under OPEDA—Gary Merrill, president of Crandall-Hicks Co., is new OPEDA president; membership of 111 includes 24 associate members.

54 Product movement report: From the four U.S. Census regions, lawn and garden product retailers report sales of winter merchandise.

DEPARTMENTS

- | | |
|-------------------------------|-----------------------|
| 17 ABC's of Spin Trimmers | 60 Feedback |
| 22 Power Equipment Highlights | 63 Potpourri |
| 28 Green Scene | 64 Calendar |
| 46 Product Briefs | 66 People on the Move |
| 56 Distributor News | |

Coming in June: "Growing the Market: Organizations and Objectives," Part 5 of the eight part series. The status of demand and of inventories of kerosene heaters, chain saws and related products will be updated; and a Trim-a-tree merchandising story will describe one retailer's success with quality holiday items. Power equipment articles will include the ABC's of chain saws and an update of the snow thrower market. In Green Scene: the All-America selections.

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INDOOR GREEN SCENE UPDATE



Hard work brings good sales and fair profits. That is the basic finding of interviews with suppliers and retailers of indoor plants and supplies. By Steve Trusty.

■ Is the bloom off the indoor plant-care market? The majority of the people contacted for this report feel that it is still a very viable market and, when properly merchandised, still can be quite profitable. Some retailers have dropped plant-care items from their lines. Other manufacturers say that 1982 was their best year ever.

According to the Gardens for All/Gallup-National Garden Survey in 1982, 48 percent of all U.S. households owned indoor houseplants. This amounts to 40 million households and compares to 41 million households or 51 percent for 1981. Because the question on the survey was changed in 1981 it is not possible to compare the 1981 and 1982 figures with previous years.

According to a spokesman at Duraco Products Inc. (the successor to Phillips Products Inc.) the number of plants per household has increased. Phillips Products had

surveys conducted covering the years 1975-1981. In that time period the number of plants per home increased from 10 plants in 1975 to 21.9 plants in 1981.

25 plants per household

Half of those polled expected to increase that number even more. Although no official survey was conducted in 1982, the spokesperson at Duraco stated that they felt the average was now about 24 or 25 plants per household. This is based on their sales for 1982, which were a record for the company. Duraco is projecting a real increase of 5 to 7 percent for 1983. Actual sales for the first two months of 1983 are running ahead of those expectations.

Peter Poz of Cord Crafts Inc. reported that their sales were up 15 percent in 1982 over 1981. He also stated that 1983 was starting strong. He declared "innovation is very important" if a company wants to

move ahead. Cord Crafts has an extensive line of macrame hangers. Another manufacturer of macrame hangers is Klapat Textiles. Ronald Johnson of Klapat reported that company has had a steady increase in sales over the last eight years. Johnson stated that "continuity is important" and "the market is still good if you go after it."

Herb Stanley of Handy Hardware Corp., a manufacturer of hooks and brackets, reports that business is still good. "The buyer is more sophisticated and our product line has become a staple." Stanley suggests that if a retailer feels he got burned on the indoor plant-care market, that he should go over his figures very closely. "If the staples moved well, and the things that were left were the garbage, then maybe it wasn't a bad category after all." Stanley also stated that those stores that have stayed with the basics are doing very well.

Some of the potting soil people indicate that 1982 was a good year. The sale of the large bags was off due to the lack of housing starts, but overall sales were good.

A spokesman for Burnett Mfg., a maker of plant stands and poles, reported that their overall sales were up. The lowend items were down, but the consumer was trading up to the better items. "The consumer wants quality."

Doak Schoeneman at Homecraft reported that 1982 sales were up over 1981. They experienced a drop off in '78 and '79, but sales have gone up since then. "The indoor plant-care items are still a very viable part of our total business," according to Schoeneman.

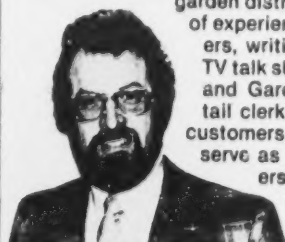
Packaging and planograms

Vincent Moran of CDP Inc., a manufacturer and importer of clay and ceramic planters, reports that business is good. He stated that "packaging is important and planograms are important. They make it easier for the buyers."

According to Adrian Roth Graham of Prestigeline Inc., plant lights are again a good category for them. Sales leveled off a couple of years ago, but have picked up somewhat again. They are looking forward to good sales in the future. "The consumer is going more decorative and more into track lighting," states Graham.

continued...

About the author: Steve Trusty, newly appointed contributing editor to *Lawn & Garden Marketing*, brings to our readers a wealth of experience gained during decades in the business. Trusty has operated a wholesale lawn and garden distribution business for nine years, preceded by years of experience in retailing, in working as a rep for manufacturers, writing newspaper columns and in hosting radio and TV talk shows in Omaha. As a member of the National Lawn and Garden Distributors Assn., he helped develop a retail clerk training program for NLGDA members and their customers. His newly formed firm, Trusty & Associates, will serve as consultants to retailers, suppliers and landscapers, and has supplanted his recently discontinued wholesale firm.





Consumer involvement in foliage plants remains high, Gallup study shows. One firm, Flowerama, finds sales increased with reduced retail prices.

Distribution of Florida Foliage Sales (by type of market outlet)

Outlet	Share of Sales	
	1975	1981
	Percent	
Retail garden centers, florists	13	34
Wholesale greenhouses, florists	32	31
Brokers	21	15
Mass market, grocery & department stores	22	10
Other Florida growers	9	8
Interior and landscape	2	1
Other	1	1
TOTAL	100	100

Source: European Market Potential for United States Tropical Ornamental Foliage Plants for U.S.D.A. Foreign Agricultural Services

Indoor green scene

continued...

Although the appearance of new products is not as profuse as it was a few years ago, products are being improved and new products are coming on the market. One new eye-catching item at a recent show was an indoor ground cover made of cork. It tops off the planter nicely, is light, should retard evaporation, and comes in a variety of colors. The product is called Nature Cover and is made by Nature Preserved Ltd. of Chicago.

Trends in planters

Most of the planter manufacturers consulted agreed that the larger planters are outselling small ones. In ceramic, the 6- to 8-inch decorative planters have the edge. In

plastics the 8- to 12-inchers are the best sellers; larger than 12-inch planters are enjoying a fairly heavy demand. As to color, earthtones are still the most popular, and pastels are on the way out or "dead" according to one manufacturer. Vincent Moran of CDP states that "decorative ceramic planters can offer the most profit dollars per square foot of selling space."

Misco Enterprises has a new 12½-inch pot that has a clay, or terracotta look, and holds a 10-inch grower pot. According to Howard Fine at Misco, this should be a very popular size and style, and comes with, or without, casters.

Distributors have given mixed reports as to the market. Generally speaking "the basics are selling well." Retailers located in good traffic areas are selling accessories well. One manufacturer stated that "distributors who aren't doing well in indoor plant-care items have order-takers (as sales persons) on the road." He went on to say, "those retailers and distributors who are working hard and merchandising the category are doing well." There seem to be enough people doing well to lend credence to that statement.

A retailer in Omaha states that his sales of plants and related items have gone to the more expensive items and that these buyers who buy expensively are the people who have the questions.

Flowerama's 100-store chain gains

Flowerama, headquartered in Waterloo, IA, and supplying 13 company-owned and 87 franchised stores, in 31 states, reports sales of green plants were up five percent over the last two years. Their greatest increase has been in cut flowers—up 50 percent over the last two years. Their total business is up 25.8 percent. Their overall product mix is 20 percent blooming plants, 30 percent hard goods, 30 percent cut flowers, and 20 percent green-foliage plants. Their mix in 1975, was 40 percent green-foliage plants, 40 percent hardgoods, and 20 percent cut flowers. They have gotten completely out of starter plants. Six-inch to 10-inch pot plants are the most popular. The green-plant market for the Flowerama group dropped off two or three years ago, but is growing again. Maurice Frink, president of Flowerama, feels this is due to their bringing

truckloads of plants into Waterloo direct from the grower and then shipping fresh plants to the stores as needed.

Shopping-center traffic

By providing quality plants at better prices, they can sell more. All of the Flowerama stores are located in regional shopping centers so they have good traffic. Flowerama also has found that they can increase sales and profits by "accessorizing" their plants. They add not only bows and foil, but little figures, extra flowers, and even small plants. European dish gardens also are very popular. These are planted in shallow containers, put in baskets, and have flowers and decorations added. Both flowering and foliage plants are used. This creates an impulse item that makes a good decoration or gift. "Flowerama uses mass display, impulse pricing, and quantity buying to maintain good margins," according to Dianne Gernans, merchandising consultant.

Fertilizers and chemicals

Jim Lieto, staff planner with Ortho, reported that company's sales of houseplant-related items have continued to grow. These increases have stayed pretty close to the forecasts made by Charles H. Kline & Co. in 1980. Their forecasts were that houseplant fertilizers would increase in constant dollars 2 to 2.5 percent per year, and houseplant insecticide sales would increase about two percent a year, in constant dollars. In 1980, according to the Kline study, 45 percent of the people who had houseplants, used a houseplant fertilizer, and 7 percent used insecticides. Those figures are now better than 50 percent, using fertilizers, and better than 10 percent, using insecticides, according to Lieto. One reason that more plant foods than insecticides are used, is that more home owners tend to throw away a sickly plant, than try to diagnose the problem, and treat it. They fertilize on a more regular basis to keep the plant healthy.

At least one Florida wholesaler is making it easier for a retailer to stock plants on an "as needed" basis. United Brands Floriculture Inc., has come up with a specially designed shipper for UPS handling. Each box holds either eight plants in

continued...

Indoor green scene

continued...

6-inch pots, or two plants in 10-inch pots. The plants are packed to survive UPS handling and arrive clean and fresh. The retailer only has to buy one case at a time, if he wishes. This program should supply better quality plants for some dealers' shelves. With many UPS shipping restrictions now lifted, a retailer could get several cases at a time, if his sales warranted it.

Joan Lombardi of United Brands also stated that these special shippers are used extensively by some major companies for handling their mail orders.

Changes in distribution

Due to USDA funding cutbacks, there is not a great amount of current data available on the total sales of foliage plants in the United States for 1982. We also do not have much information available on the state level. We do know that sales were down in 1981 over 1980, in potted plants from California. It is felt at this time that sales in 1982 also were

down, primarily due to an oversupply of material and price cutting that came about to move that oversupply. The Florida figures probably would not be too different from that. Thanks to separate studies conducted by the Agricultural Market Research Center, at the University of Florida, in 1975 and 1981, we do have comparative figures on the distribution of Florida foliage by market outlet. (See table.) These figures show that retail garden centers and florists are buying more Florida foliage, and mass markets, grocery and department stores are buying less, on a percent of sales basis.

Bob Davis, president of Heinl's Nursery, in Miami, FL, reports that their sales are running counter to the chart. Heinl's has 100 acres of plants, and 1982 was their best year ever. Their fiscal year begins Sept. 1, and so far this year's sales are ahead of last year's. Fifty percent of their sales are to mass merchants and supermarkets. Most of the other 50 percent are to brokers and wholesalers. Their greatest increase in sales was in the 10-inch con-

tainers, with eight-inch next. Availability of 14-inch plants has quadrupled this year, and almost all of that is going to mass markets and supermarkets. Sales of all sizes of pots went up at least some last year, except 2.5-inch and smaller, and those sales went down. Davis stated that "the good nurseries are going to continue to grow," and "quality growers that cater to their market are going to see their business grow."

The indoor-plant and indoor plant-care market is not the "anything goes" market that it seemed to be in the early-to-mid-seventies. It now takes hard work to have good sales and make a fair profit. The market is there, and can, and will, continue to grow for those people who set their sights on it, plan accordingly, and offer quality and service. By cutting down on the number of bad experiences the home owner has with poor quality or bad service, the suppliers and retailers can increase the percentage of households growing houseplants, and the number of plants per household. □

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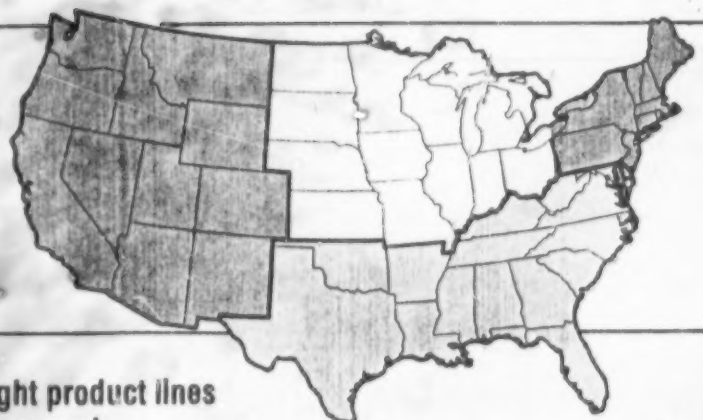
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Product Movement Report, winter, 1982-83



Eight product lines sold through four key classes of retailers were measured by LGM to indicate trends but not to measure total retail sales volume.

■Retailers responding to the quarterly product movement survey reported an overall flat sales curve for the 1982-83 winter selling season. In five of the eight categories, retailers reported that sales were about the same as last year. In two categories, retailers reported decreased sales, and a sales increase was indicated in only one category.

Bird feeder sales stayed about the same for the year, but more responding retailers indicated a sales increase than indicated a decrease. A 30 percent increase in sales reported from the Northeast was significantly higher than the national average.

Sales of horticulture and DIY books stayed about the same, but more retailers reported sales to be down than up.

Indoor plant supplies were reported to be flat in all regions this year, as they were last year. There were more retailers, however, reporting increased sales than decreased sales in this product group.

Kerosene heaters, which were a big selling item during this season last year, declined in sales this year, probably because of the bad publicity they suffered earlier. Sales were down 37 percent as a national average and regional percentages hovered close to that percentage, except in the West, where they were down 23 percent.

Replacement parts are still selling well, though the rate of increase is tapering off. Nationwide, sales were up according to 41 percent of the responding retailers, compared with 70 percent last summer and 65 percent last spring. The Northeast and

Eight product lines measured

		TOTAL %	NORTHEAST %	N. CENTRAL %	SOUTH %	WEST %
Bird Feeders	Up	21.7	30.2	25.0	12.7	14.8
	Same	44.2	34.9	45.7	43.6	55.6
	Down	12.9	16.3	14.1	7.3	14.8
Horticulture & DIY Books	Up	9.2	10.5	6.7	13.3	6.7
	Same	48.6	57.9	42.2	43.4	66.6
	Down	11.0	5.3	11.1	10.0	20.0
Indoor Plant Supplies	Up	15.2	14.0	17.4	14.6	11.1
	Same	53.9	65.1	48.9	50.9	59.3
	Down	9.2	9.3	9.8	10.9	3.7
Kerosene Heaters	Up	11.5	11.1	9.6	11.5	20.0
	Same	8.1	5.6	10.4	6.6	6.7
	Down	37.3	37.0	40.0	39.3	23.3
Replacement Parts	Up	40.9	66.7	27.9	41.7	44.4
	Same	32.2	20.0	33.8	36.1	38.9
	Down	24.3	13.3	38.3	13.9	11.1
Snow Throwers	Up	11.5	20.3	12.1	3.3	10.0
	Same	21.9	35.2	23.5	11.5	13.3
	Down	26.2	20.4	43.5	3.2	16.7
Tractor Attachments	Up	5.3	6.7	4.4	8.3	
	Same	39.4	46.7	39.7	41.7	22.2
	Down	29.6	26.6	33.8	25.0	27.8
Trim-a-Tree	Up	17.4	31.6	15.6	16.6	6.7
	Same	17.5	15.7	20.0	16.7	13.3
	Down	6.4	5.3	8.8		13.3

Because of multiple responses, percentages do not add to 100%

Current Inventory of Kerosene Heaters (MEDIAN NO. OF UNITS)	11.0 units	17.5 units	8.8 units	12.9 units	9.2 units
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North Central regions deviated from the national average; the Northeast reported 67 percent had increases while the North Central reported increases for only 28 percent of the retailers and decreases for 38 percent.

The mild (or late) winter kept snow thrower sales down throughout the nation. Twenty-seven percent of the responding retailers said sales were down compared to last year. Sales were flat in the Northeast and South regions, but down significantly in the West and particularly in the North Central region, where 44 percent reported decreases.

In the 1982 spring product move-

ment report, LGM said that garden tractor sales were below expectations. The slump in tractor sales also has created a slump in tractor attachment sales. Only 5 percent of the retailers reported sales to be up, but 69 percent reported sales to be the same or down.

Trim-a-tree products did well this year. Sales were the same to better according to 35 percent of the retailers. The Northeast showed a 32 percent increase and the South sent in no reports of decreased sales.

Brand names most frequently mentioned as having generated good sales were Stihl chain saws, Snapper mowers, Toro snow blowers and Kerosun kerosene heaters. □

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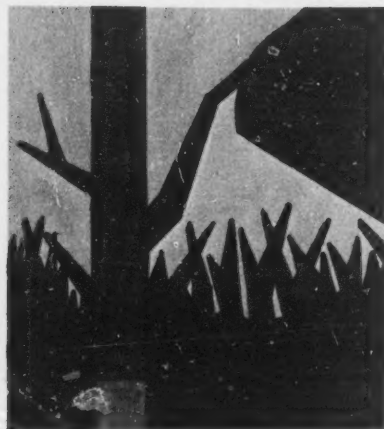
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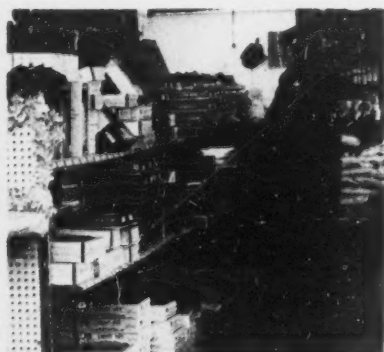
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6 **Shaping and coloring the public message.** Individually and collectively, trade associations add impetus to consumer purchasing. Part 5 of the "Growing the Market" series describes associations' significance to the industry.

Cover: Original art by Kevin Callahan.



20 **Profile of a Trim-A-Tree retailer.** From year-to-year, the Henry Field Seed and Nursery Co., Shenandoah, IA, orchestrates Christmas merchandising for comfortable profits from giftable lawn and garden products as well as from ornaments and trees.

10 **Garden Writers.** Skilled in communication, members of the Garden Writers Assn. of America link trade associations, suppliers and the media.

28 **Kerosene Heaters: Hot button to panic button — and back?** As the market appeared to cool, industry debates heated up; heaters' safety statistics will help sell in '83-'84.

34 **The energy revolution still revving the market.** The demand for forest products continues to climb; wood-heating and wood-harvesting technologies can influence the market.

DEPARTMENTS

- | | |
|-------------------------------|------------------------|
| 2 Editor's Notebook | 18 Feedback |
| 12 Power Equipment Highlights | 31 Feedback Reply Card |
| 13 ABC's of Chain Saws | 42 Product Briefs |
| 16 Green Scene | |

Coming in July: A sneak preview of who's exhibiting at major lawn and garden shows this summer and fall. Tips from a marketing consultant on negotiating the best terms at the upcoming shows. How a celebrity spokesperson spurs public demand — part 6 of the Growing the Market series. For ready reference: the ABC's of Lawn Seed.

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The energy revolution: still revving the market

A look at the trends in sales volume of wood-heating devices suggests a continued demand for chain saws, log splitters and other wood-harvesting equipment. By Marjorie Riffin.

■ Chain saw sales were trimmed down but not out in 1983. While some manufacturers decry sales slippage since 1979's peak, others report profits or prepare to compete for market share.

Tanaka Kogyo (USA) Co., Ltd., is an example. The main focus of Tanaka's fall dating program is on its chain saws. This product line, for this company, is relatively new on the U.S. market. Five models of chain saws are being highlighted with special introductory prices effective through Oct. 1 in order "to make a high-quality saw available at a low price for dealers," says Richard Hulbert, general manager for Tanaka. This, despite the fact that shipments of chain saws reportedly have declined 54 percent since 1979.

The company's fall dating program emphasizes chain saws over its blowers, sprayers, ice augers, drills, pumps and generators. Tanaka appears to be joining those manufacturers who are taking an optimistic view of the 1983 chain saw selling season.

Shipment increases expected

A survey of Chain Saw Manufac-

turers Assn. members, conducted by the association, indicates that most manufacturers believe that the volume of shipments for 1983 will increase as much as 8 percent. A few believe that the increase will range between 15 percent and 20 percent and the remainder expects the sales in 1983 to stay at the 1982 level of 1.4 million gasoline-powered units shipped (22.8 percent fewer than were shipped in 1981). No figures for shipment of electric units have been made available for 1982.

Stihl Inc. anticipates the 8 percent increase. This firm can validate its optimism; the sales volume of Stihl chain saws has advanced steadily—113 percent—during the 1979 through 1982 years of market decline. Stihl's market share increased 27 percent in 1982, in contrast to that 22.8 percent industry slippage.

Old saws, new market

In 1983, Stihl expects at least 1.2 million of the saws that will be sold to be replacements for worn equipment. Prior to 1982, according to industry data, approximately 30,238,750—better than one of five—of the U.S. adults over 18 owned a chain saw of indeterminate age and condition. This is based on

the U.S. Dept. of the Census estimates of the over-18 population numbering 166,147,000 on July 1, 1981.

Also in 1981, 43 percent—over 13 million—of these owners lived in suburban areas surrounding cities. Seventy five percent—22.8 million—reported incomes in 1981 over \$25,000. During that year, industry data estimates that the average price of chain saws purchased was \$202 per unit. Stihl's sales figures disagree.

Higher bracket saws sell

Stihl has experienced steadily rising sales of its higher bracket models culminating, in 1982, with a 29 percent increase in sales of chain saws with a retail price over \$300. This appears consistent with the generally higher income levels recorded for chain saw owners.

Ignoring the gloom and doom economy, Stihl distributors and retailers concentrated on the highest number ever to be employed in the United States: 99 million. Even the jobless were an asset to the chain saw business, turning, as some did, to woodcutting to help supply the more than 33 million cords of firewood consumed in 1982.

World-market view

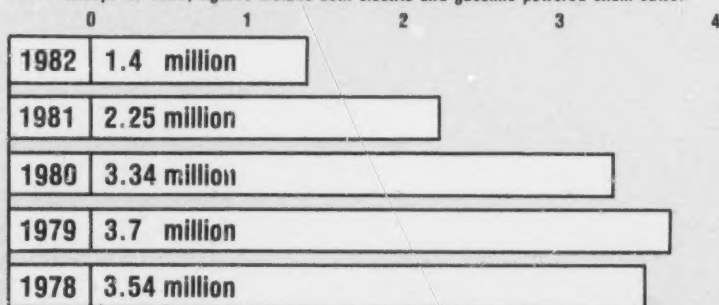
For 1983, 36 million cords of firewood will be needed, according to projections. Housing starts, at a critical ebb during 1981 and most of '82, surged 35.9 percent in January, 1983—the highest one-month rise since 1959, and the highest level of activity since September, 1979. For 1983, housing starts are projected at 1.4 million. By year 2000, it is predicted that the worldwide demand for forest products will double.

McCulloch chains saws will be ready for this worldwide demand. No longer part of a larger business since being sold by parent company Black and Decker, McCulloch now

continued...

SHIPMENTS OF CHAIN SAWS, 5 YEARS

Except for 1982, figures include both electric and gasoline-powered chain saws.



Based on figures from the industry and the Chain Saw Mfrs. Assn.

Energy revolution ...continued

can focus on the world market as well as anticipating strong, upward growth keyed to the U.S.A.'s improving economy. So states Donald Marchese, president and chief executive officer of the McCulloch Corp. Marchese and a group of private investors, many of whom having been long-time McCulloch executives, announced McCulloch's purchase from B&D in April.

Despite the negative publicity attendant to being placed on the block in the waning months of 1982, McCulloch picked up an additional 4.7 market share from January, 1982 to January, 1983. Marchese credits two new lines of chain saws introduced in August, 1982 with capturing a major part of the market. These are the professional line

developed for independent dealers, and the Eager Beaver line of lightweight, economical saws featured as "Best Buy of '82" by *Consumer Guides*. In describing McCulloch chain saws as market share leader, Marchese cites a January, 1983 Trendex report.

Husqvarna substantially ahead

Bucking chain saw industry trends, Husqvarna Division of Tecfor reports a 25 percent sales increase, says William Farrell, vice president. "Dealers and distributors across the United States and Canada experienced solid growth...the Rancher saws and our special carrying case promotion provided an extra shot in the arm across North America," according to Farrell.

This fall, Beard-Poulan will concentrate a trade and consumer advertising campaign aimed at

directing chain saw customers to the independent retailers. Trade ads will use the theme "We're out to give you, Mr. Dealer, your independence!" Beard-Poulan believes in the good value and good service customers receive from the independent retailer. This company sells through independents exclusively, two-step, except to umbrella buying groups such as ACE and Cotter.

Selling well, looking good

Steve Moore, director of advertising for Beard-Poulan, says that his company regards itself as No. 4 in the market share lineup and has no particular quarrel with that position. Business is good. Says Jerry Ryder, director of marketing, "Even in the heart of the economic slowdown, the Poulan 3400 counter-vibration chain saw has sold very well." Over 250,000 units sold as of Jan. 1, 1983—less than three years since this saw was introduced. And, according to Moore, the company "really is pleased with the sales of the 2300 AV & CVA, a chain saw that has brought added performance to the occasional-user market."

Value = price/performance/need

In consideration of the occasional user, Beard-Poulan has conducted price-value studies to demonstrate that the non-pro chain saw owner can derive as much performance as is needed from a lower price, but quality saw. Buyers should determine whether they actually are getting the right features in terms of engine size, saw capabilities and life of unit for the saw's intended use. Moore says that, relating price-to-value, Beard-Poulan chain saws are among the best in the business for the non-professional user. Not that they overlook the professional market; Beard-Poulan's pro-saw demonstration program has been so successful that it will be expanded nationally this year.

Homelite market harvest

Homelite has assumed position as leader of the chain saw industry, having captured about one-third of the market in 1982. This is a position the firm has held for the last two or three years says Mike Isser, Homelite's PR spokesman, based on an analysis of figures from CSMA, figures published from another

continued on page 40

A COMPARISON OF KEROSENE VS. WOOD HEAT

	KEROSENE	WOOD HEAT
*Number of units in use in U.S. homes today	10 million	no total figure available
*Number of households using heating devices	7 million	24 million
Proportion of households using heating devices	one of every 12	one of every 3.48
*Average or typical price of heating device	\$159 per unit	\$437 per unit
*Average age of units in U.S. homes today	2 years, approx.	16% 1 yr. or less 63% less than 5 yrs.
*Heat production capability	8-15,000 Btus per hr.	15-70,000 Btus per hr.
*Average cost of fuel	\$1.45 per gallon	\$100 per cord, av. urban price
*Average amount of fuel used/household/year	68 gallons (\$98.60)	2.5 cords (\$250)
*Number of Btus per unit of fuel	130,000 Btus/gallon	24 million Btus/cord
*Cost/million Btus	\$10.75 (99% efficiency of heating device)	\$7.58 (55% efficiency of heating device)
Average cost to household for 15,000 Btus per hour	.16 per hour	.11 per hour
*Use by region	Most popular, Southeast Least popular, West Coast	Most popular, New England Least popular, Southeast**
*Predominant age group	All ages. Largest group, over 40 years of age	All ages. Largest group, 70% under 49 years of age
*Average income level of households using devices	Over \$30,000	\$20,000 to \$34,999.

* Industry figures from the National Kerosene Heater Assn. and the Wood Heating Alliance

** According to the WHA, this region showed the greatest growth rate in 1982 for wood heating. Ratios are based on 83,527,000 estimated total number of households, 1982, U.S. Dept. of the Census.

Shaping the message

continued from page 8

not only spring flowering bulbs.

Other functions, other associations

The functions of most of these industry groups, include activities in addition to the public relations efforts discussed here. They include market research, technical research, management and training services for members, forecasting of the outlook for the various industry seg-

ments, and lobbying, to name a few.

Also, there are other major industry groups related to the lawn and garden industry that perform some of those functions but are not involved in comprehensive or planned market expansion activities. These include the Outdoor Power Equipment Institute, the Outdoor Power Equipment Assn., and the National Lawn and Garden Distributors Assn. Although they have educational programs for their members that eventually have an impact on the consumer, their input

of ideas and funds for public relations has been minimal.

Another new association, the National Lawn and Garden Manufacturers Assn., however, places a national public relations campaign high on its list of planned activities.

Cal Clemons, this association's executive director, believes that the manufacturers of the hardlines should support such efforts as the Fall Is For Planting campaign. But, he cautions they should not expect immediate results.

"The manufacturers and distributors should look at that as a program that will pay off in four or five years down the road," he said. "They should support it and consider it as an investment in the future." □

Energy revolution

continued from page 36

company and Homelite's own records.

Homelite will introduce two new chain saws at the National Hardware Show in August. Three new models ranging from 2.4 cubic inches to 4.1 cubic inches graced the line this year, but this company's most popular selling chain saws in 1982 were the Homelite 200 and 300, in the \$250 and \$399 range, respectively.

Sales spur in firewood

Beaird-Poulan, Echo, Homelite, Husqvarna, McCulloch, Stihl, Tanaka...are all important names on the chain saw market scene. Beginning in the late '70s, this market was given a boost when large numbers of people in the United States turned, again, to heating with wood. Today, according to wood industry figures, households that use wood for heat are six times more likely to own chain saws than the national average.

In the United States today, approximately one of every 2.38-42 percent—households uses some form of supplemental heat. Of these, 53 percent—one of two—heats with fireplaces; 16 percent—one of six—with a solid-fuel stove. Thirty percent, one of three, uses portable heaters; approximately one of five of those requiring supplemental heat uses kerosene for fuel. □



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